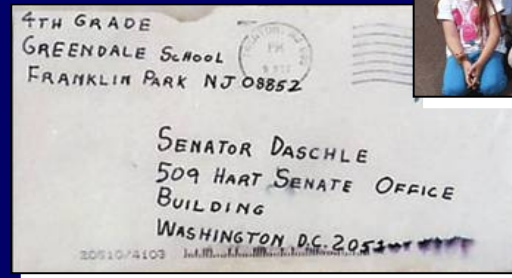


The Futures Initiative: Achieving Health Impact



Why Change Now?

- ✎ Aging population
- ✎ Emerging global infectious diseases
- ✎ Obesity
- ✎ Development of public health workforce and infrastructure
- ✎ Health disparities



Strategic Imperatives

- ✎ Health impact
- ✎ CDC will be a customer-centric organization
- ✎ Public health research
- ✎ Leadership for the nation's health system
- ✎ Global health
- ✎ Effectiveness and accountability

Health Protection Goals

Preparedness:

- People in all communities will be protected from infectious, environmental, and terrorist threats.

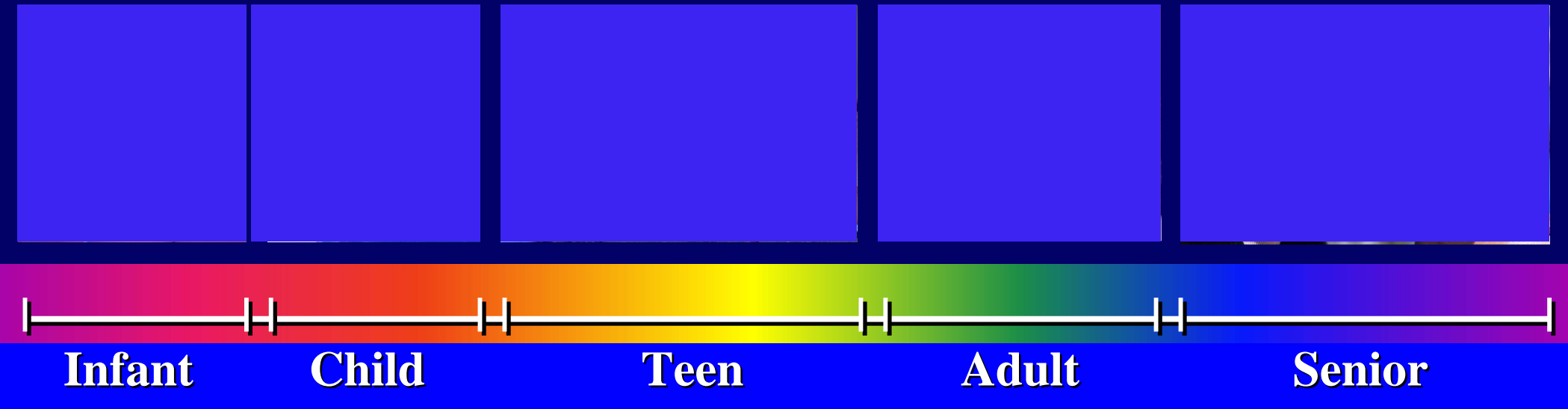
Health Promotion & Prevention of Disease, Injury, and Disability:

- All people will achieve their optimal lifespan with the best possible quality of health in every stage of life.

Organizational Design Principles

- ✎ Strategy and goals derive from population health assessments (“customers’ health”) to achieve health impact
- ✎ Strategy and goals drive agency’s priorities and allocations
- ✎ Emphasis on research and innovation
- ✎ Health protection “marketing”
- ✎ Consolidation of business & other cross-cutting services

Life-stages



By 2015

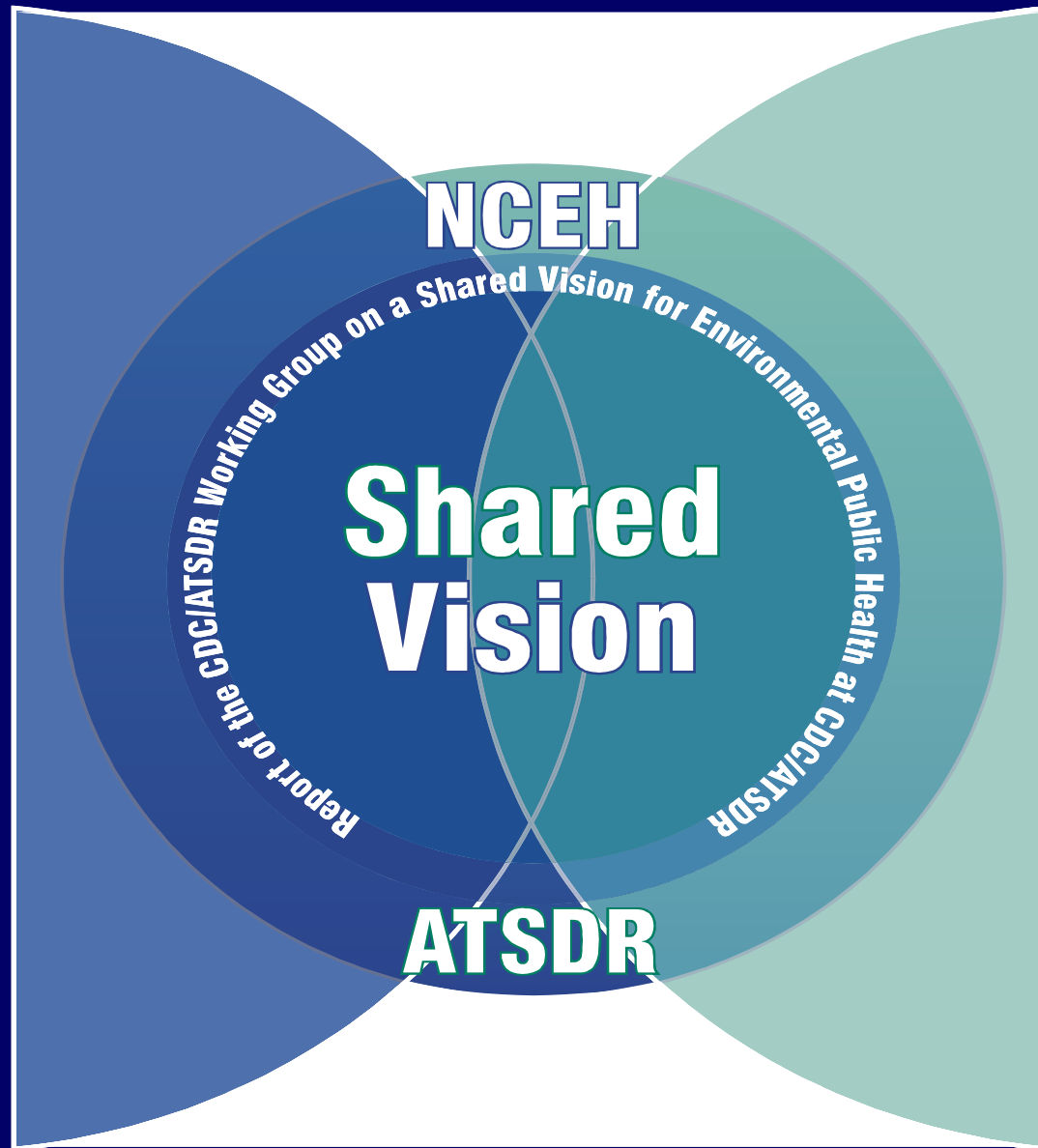
At least 90% of adults have a healthy weight (NHANES baseline)

By 2015

Average lifespan of older Americans is increased by 2 years

By 2015

The United States is one of five countries with the highest rates of infant survival (Baseline 28th, 1999)

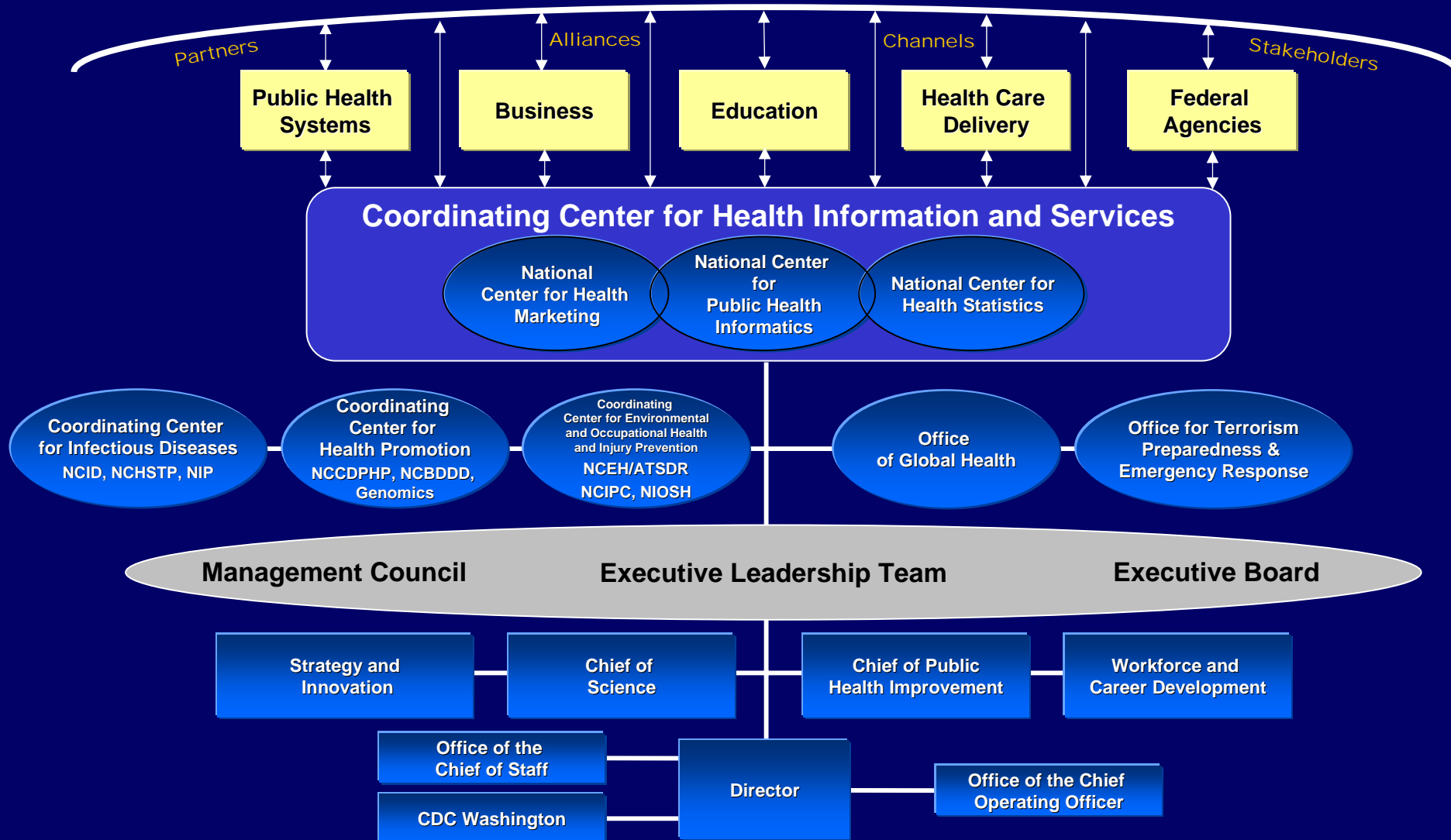


Consolidation of NCEH/ATSDR

- **Build on major concepts in December 2000 Report - *“Shared Vision for Environmental Public Health at CDC/ATSDR”***
- **Administrative/management consolidation of NCEH and ATSDR to achieve a coordinated structure and joint leadership**

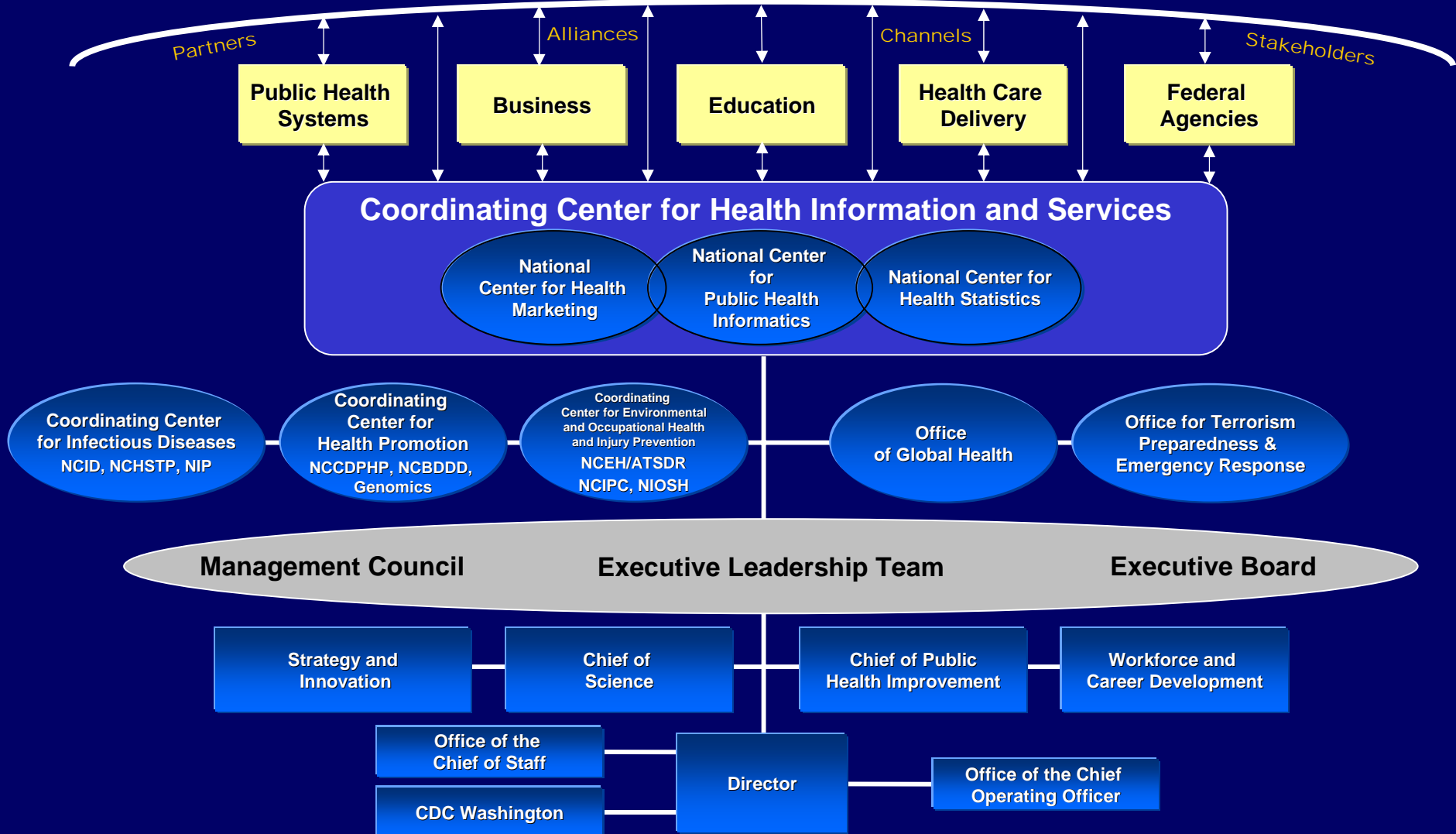
Customers

SAFER • HEALTHIER • PEOPLE







Customers





People whose health we want to improve



Coordinating Center Roles

-  **Minimize silos**
-  **Identify and capitalize on opportunities for coordination of research**
-  **Decrease duplication and redundant activities**
-  **Provide leadership, management, and accountability for cross-center goals**

Center Roles

-  Foundation of CDC's scientific knowledge
-  Accountable for quality of programs
-  Meet statutory requirements
-  Maintain centers' identities and disease prevention loci

CDC's Futures

From

- ✎ Focus on process
- ✎ Primary focus on Infectious Disease and Preparedness
- ✎ Disease specific, fragmented approach to global
- ✎ Inefficient work process
- ✎ Silos/organization

To

- ✎ Focus on health impact
- ✎ Primary focus on Infectious Disease, Preparedness and Prevention
- ✎ Comprehensive integrated global approach
- ✎ Efficient work processes
- ✎ Integrated coordinating centers (maintaining specialization)

CDC's Futures

From

- ✎ No overall measure of success
- ✎ Lack of customer segmentation
- ✎ Limited partner capacity (state and local health depts)

To

- ✎ Clearly articulated goals and performance measurement
- ✎ Segmented customer approach
- ✎ Strong partner network
- ✎ Revitalized state & local health departments
- ✎ Media, business, health care delivery, schools, communities

CDC's Futures

From







- ✎ Minimal applied research
- ✎ Fragmented approach to customers/partners
- ✎ Difficult to do business with

To

- ✎ Increase external/internal agenda
- ✎ Integrated approach to customers/partners
- ✎ Easy to do business with (standard of good government)

CDC's Futures Initiative

Vision: envision a time when

-  **Every infant is born healthy**
-  **All children go to school safe, healthy, and ready to learn**
-  **All people have the knowledge, ability and support to make healthy choices**
-  **All people live in communities that are protected from infectious, environmental and terrorism health threats**
-  **All people live their full life expectancy and achieve lifelong independence**
-  **All people are satisfied with their health status.**

Communicate

Check Futures Updates at the
Futures Initiative Internet Web
site: <http://www.cdc.gov/futures>

Send your questions and
comments to
futuresgroup@cdc.gov.

